



THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, CUSTOMER-COMPANY  
IDENTIFICATION AND TRUST ON SATISFACTION IN BANKING SECTOR

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)  
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Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
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“DECLARATION OF ORIGINAL WORK”**

**I, WAN NUR HIDAYAH BINTI WAN AHMAD HIDHIR, (I/C Number: 931104-08-5914)**

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business and Management

UNIVERSITI TEKNOLOGI MARA

Cawangan Melaka Kampus Bandaraya

Dear Madam,

### **RE: SUBMISSION OF THE PROJECT PAPER**

With reference to the above matter, enclosed here my thesis entitled "The Effect of Corporate Social Responsibility, Customer-Company Identification And Trust On Satisfaction In Banking Sector".

This report is part and partial requirement for the fulfilment of B.B.A (HONS) Marketing. The objective of this study is to identify significant association between corporate social responsibility (CSR), customer-company identification (CCI), and trust toward satisfaction on banking sector.

Hopefully, this report meet your requirement and expectation.

Thank You.

Yours sincerely,

(WAN NUR HIDAYAH BINTI WAN AHMAD HIDHIR)

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## **ABSTRACT**

The overall objective of this study is to identify association between Corporate Social Responsibility (CSR) with customer satisfaction towards banking sector, to identify association between Customer-Company Identification (CCI) with customer satisfaction towards banking sector, to identify association between trust with customer satisfaction towards banking sector and to identify most influential factor of independent variable towards dependent variable. Simple random sampling was used in this study and structured questionnaire were used and distributed to 136 respondents whom are staff in UiTM Cawangan Melaka Kampus Bandaraya. Results from data analysis were based on SPSS version 20. The quantitative type of data was used for the purpose of the study. This research thus proposes three independent variable which are corporate social responsibility (CSR), customer-company identification (CCI) and trust and also to investigate these relationship and effect on customer satisfaction on banking sector. The results show that all of these variables have positive relationships with customer satisfaction in banking sectors.